



# FENIX 2.0

TEAM CHILE / USM

JURY NARRATIVES  
2021

# PRESENTATION JURY NARRATIVE

## Abstract

*Team Chile is participating in the Solar Decathlon 2020 [1] with a solar-powered representative dwelling called "Casa FENIX 2.0", a single-family unit of mixed-use multifamily and multi income development that is innovative, cost-effective, and energy-efficient. Casa FENIX 2.0 starts from the "Metamorphosis" concept, which sees housing as a process that adjusts to the family life cycle and changes of family profiles, fostering high flexibility by continuous architectural transformability from an early stage of design. Originally, Team Chile's approach was to target urban infill issues with solar housing development. However, faithful to its resilient philosophy, our current prototype has adapted to respond to a post-disaster reconstruction after a devastating fire last December in Valparaíso, Chile. This version FENIX 2.0 will be the Uribe-Troncoso family home as part of the reconstruction program of the Ministry of Housing and Planning, MINVU, through the subsidy given by Housing and Planning Regional Authority, SERVIU of Valparaíso. The present project will continue later to build more FENIX 2.0 as a triplex and small residential clusters for the reconstruction of 245 lost homes.*

**Casa FENIX 2.0 Presentation.** Our strategy for outreach and dissemination aims to provide guidance on the planning of communication activities about the progress and results of the project Casa FENIX 2.0 by Team Chile SD 2020. TeamChile re-started the building construction activities, on October 22<sup>nd</sup> 2020 and with pandemia restrictions and prevention protocols, therefore we are restructuring the public exhibit and community exhibition strategies, focusing much on digital media.

It is important to mention that the COVID19 affected much our Team Chile outreach and dissemination plans, and from the beginning of March, many cities in Chile, like Valparaíso, are going through a second national period of quarantine with more severe control, since pandemic indicators are worsening.

OFFICIAL RRSS FENIX CHILE USM:

Instagram (@fenixchileusm)

FanPage (fb.com/fenixchileusm).

Dissemination support: Universidad Santa María (@usantamaria) and USM Department of Architecture (@arquitectura.usm)

Web Site: <https://www.casafenix.org>

## Project Strategic Goals

In Team Chile, our main goal is to create awareness about how Casa FENIX tackles flexible and sustainable social housing, on the basis of participatory design methods, carried out among the academia, the public housing authority (MINVU<sup>1</sup>), the construction industry, and the inhabitants themselves.

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<sup>1</sup> Ministerio de Vivienda y Urbanismo (National)

## Specific Goals

- Open and streamline new communication channels to distribute critical results and main aspects of the Casa FENIX 2.0 obtained throughout project development.
- Provide insightful material to the community on important topics such as flexible design, home energy efficiency, cutting-edge renewable energy technologies, and robotic manufacturing for social housing.
- Encourage, among different public and private stakeholders, the development of Casa FENIX 2.0 as an accessible and sustainable social housing alternative that can quickly respond to emergency situations or become a long-term home solution.

## Target Audience

Casa FENIX 2.0 initiative proposes a comprehensive participative design + procurement + build methodology, which seeks the democratization of quality architectural design and sustainable technologies. Our approach promotes collaboration among different critical actors and entities in order to achieve affordable and sustainable social housing. Mainly, our target audience can be obtained from the integration of 4 sectors: academia, building industry, government, and the community. From this development ecosystem, we focus on families from the Valparaíso region that show signs of social vulnerability as a result of catastrophes such as urban fires. These current target groups include:

- Architecture and Construction schools and Academia in general
- Government and housing agencies: MINVU and SERVIU<sup>2</sup>
- Private companies: (Sponsors and contributors: Voipir, Rotho Blass, Rootman, Maderas Concón, Rehau-Bastro, Adyacente Ingeniería Estructural, Constructora Kaweskar) among others
- Families from the Valparaíso region in a vulnerable condition.

In order to reach to these groups of interest, Team Chile works with several outreach and social media instruments:

- Social media platforms such as Facebook, Twitter, LinkedIn, Instagram, Pinterest, and Reddit
- National and international media (University and Project website, regional and national TV, radios, regional and national press releases, etc.)
- Special-interest groups at the local and regional level (professional associations, municipalities, communities, schools, other universities, etc.)

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<sup>2</sup> Servicio de Vivienda y Urbanismo (Regional)

### Branding Development and Evolution from Casa FENIX Initiative

Team Chile has developed a uniform and a protocol of use, emphasizing our brand and recognition of our project every time we have the opportunity, during COVID19 period, to visit the building construction site and meet with neighbors. So far we are becoming known and associated to Casa FENIX 2.0 done by Universidad Técnica Federico Santa María.



**Table of different media activities**

	Date	Activity	Detail / Relationship with dissemination strategy objective	Plaza (Physical location of the activity)	Promotion (Media)	Graphic Material
1		<b>Structure Voipir</b>	Mecanización de estructura de pilares y vigas en pino oregón con carpintería de armar robotizada (CAR)		<b>RRSS:</b> Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department: UTFSM ( <a href="#">@arquitectura.usm</a> )	Photographic record
2	6/3/2020	Site visit	Start to search for family and field for Casa FENIX 2.0. Visit to 4 homes affected by the Valparaíso fire.	The 3 hills affected by the Valparaíso 2019 fire, Cerro San Roque, Rocuant and Ramaditas	<b>RRSS:</b> Stories on Instagram ( <a href="#">@fenixchileusm</a> ) and FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Supported by USM Department of Architecture ( <a href="#">@arquitectura.usm</a> )	1. Redesign of Visual Identity "Casa FENIX", adapted to the new stage "FENIX 2.0". Updating of Social Networks.
						2. Design and manufacture of FENIX 2.0 t-shirts, with FENIX 2.0 visual identity prints. Use of logos Solar Decathlon, UTFSM, MINVU, SERVIU, Companies / strategic allies.
						3. Exhibition of visual material in the field to affected families. Photographic sample of the FENIX house as a housing prototype.
3	18/3/2020	Site visit	Continuation of the search for the family and the site for Casa FENIX 2.0. Visit to 2 homes affected by the Valparaíso fire.	The 3 hills affected by the Valparaíso 2019 fire, Cerro San Roque, Rocuant and Ramaditas		
4	16/4/2020	<b>Arrival of measuring instruments for the competition</b>	Review of the tools and materials delivered by the Solar Decathlon competition.	Central House of the Federico Santa María Technical University. Valparaíso, Chile		





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5	3/4/2020	Site Visit	Presentation of the Casa Fenix 2.0 project to the Uribe Troncoso family. Most important and decisive visit at all milestones. The family decides that their new reconstruction home will be Casa FENIX 2.0	Temporary home of the Troncoso Uribe family. Cerro Rocuant, Valparaíso, Chile	<b>RRSS:</b> Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department: UTFSM( <a href="#">arquitectura.usm</a> )	Photographic record
6	26/6/2020	SFF Presentation on Francisca "Beyond the Mall"		Smithsonian Folklife Facebook Live	Presentation link in( <a href="#">see link</a> )	
7	9/7/2020	Property Owner Signature on Set of Drawings to file Building Permit	Submission of final set of drawings for Casa FENIX 2.0 project to Building Office at Valparaíso City Hall. A milestone: a good reason to celebrate!	Temporary home of the Troncoso Uribe family. Cerro Rocuant	<b>RRSS:</b> Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department: UTFSM( <a href="#">arquitectura.usm</a> )	Photographic record
8		Group Meeting Team with SD organizers				
9	August/2020	Structure arrival at USM	Reception and unloading of the prefabricated timber structure sent from the South sawmill. Big step, since the structure had to wait 6 months	Main Campus of UTFSM in Valparaíso, Chile	<b>RRSS:</b> Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department: UTFSM( <a href="#">arquitectura.usm</a> )	Photographic record
10	22/10/2020	Property Owner Signature on Building Book and Construction Firm MOU	Beginning of construction of Casa FENIX 2.0, construction site preparation	Cerro Rocuant, Valparaíso, Chile	<b>RRSS:</b> Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department: UTFSM( <a href="#">arquitectura.usm</a> )	Photographic record
11	27/10/2020	First Stone Ceremony	Building construction opening ceremony with all	Site work, Cerro Rocuant, Valparaíso, Chile	<b>PRESS:</b> 24 HOURS, TVN CHILE, Regional Newscast, Note and interviews( <a href="#">ver link</a> )	1. Visual material is exhibited on the site of the work. Photographic sample of the FENIX



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			participating entities, Construction firm, Housing authorities, neighbors and Team Chile			house as a housing prototype.
					Publication on the USM Department of Architecture and USM Communications Website See Link <a href="#">Ver Link</a>	Visual identity update in social networks.
					Regional Newsletter Fifth Vision, Note and interviews <a href="#">s (ver link)</a>	2. Photographic record
					<b>RRSS:</b> Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department: UTFSM <a href="#">@arquitectura.usm</a>	3. Production of personal protection elements for the TEAM FENIX 2.0 (masks and helmets), with prints of the visual identity FENIX 2.0. Use of logos Solar Decathlon, UTFSM, MINVU, SERVIU, Companies / strategic allies.
					Publication on Instagram and fanpage of MINVU and SERVIU Valparaíso	
13		<b>Building process</b>		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
	5/11/2020	<b>Ground cleaning (ground pairing)</b>	Phase 1 of the work: cleaning and leveling of the site together with the construction of retaining walls.	siteWork, Cerro Rocuant, Valparaíso, Chile	<b>RRSS:</b> Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department: UTFSM <a href="#">@arquitectura.usm</a>	Photographic record
	6/11/2020	Publication in USM.CL	Casa FENIX 2.0: From the USM it will be the first house rebuilt from the 2019 fire in Valparaíso.	<a href="#">noticias.usm.cl</a> <a href="#">@usantamaria</a>	<b>RRSS:</b> Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department:	



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				UTFSM <a href="mailto:arquitectura.usm">arquitectura.usm</a>	
12/11/2020	Initial Trace	Layout of the foundation and south-west retaining wall, Northeast retaining wall built, Preparation and leveling of the land	siteWork, Cerro Rocuant, Valparaíso, Chile	RRSS: Post on Instagram ( <a href="https://www.instagram.com/fenixchileusm">@fenixchileusm</a> ) y FanPage ( <a href="https://fb.com/fenixchileusm">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM (@ <a href="https://www.instagram.com/usanantamaria">usanantamaria</a> ) y Architecture Department: UTFSM <a href="mailto:arquitectura.usm">arquitectura.usm</a>	Photographic record
19/11/2020	Concreting Foundations		siteWork, Cerro Rocuant, Valparaíso, Chile	RRSS: Post on Instagram ( <a href="https://www.instagram.com/fenixchileusm">@fenixchileusm</a> ) y FanPage ( <a href="https://fb.com/fenixchileusm">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM (@ <a href="https://www.instagram.com/usanantamaria">usanantamaria</a> ) y Architecture Department: UTFSM <a href="mailto:arquitectura.usm">arquitectura.usm</a>	Photographic record
23/11/2020	Talk by Dra. Nina Hormazábal at FADU-UBA	19 hours CHILE / ARGENTINA Talk "Solar Housing for the Reconstruction of Valparaíso" in the "Sustainable Latin America" cycle organized by the Master of Sustainability in Architecture and Urbanism FADU-University of Buenos Aires	Google Meet platform	RRSS: Post on Instagram ( <a href="https://www.instagram.com/fenixchileusm">@fenixchileusm</a> ) y FanPage ( <a href="https://fb.com/fenixchileusm">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM (@ <a href="https://www.instagram.com/usanantamaria">usanantamaria</a> ) y Architecture Department: UTFSM <a href="mailto:arquitectura.usm">arquitectura.usm</a>	Video record
26/11/2020	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
13/12/2020	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
14/12/2020	Presentation by Dr. Nina Hormazábal at Suntech Valparaíso	Presentation of Casa FENIX along with 30 other technologies for Chile at Sun Tech Valpo (Scientific-technological collaboration event, to open doors between researchers and companies, organized by CREA, PUCV, UV and USM).	Online Event	RRSS: Post on Instagram ( <a href="https://www.instagram.com/fenixchileusm">@fenixchileusm</a> ) y FanPage ( <a href="https://fb.com/fenixchileusm">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM (@ <a href="https://www.instagram.com/usanantamaria">usanantamaria</a> ) y Architecture Department: UTFSM <a href="mailto:arquitectura.usm">arquitectura.usm</a> )	<a href="https://myslink.app/suntechvalpo">https://myslink.app/suntechvalpo</a>





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15	10/1 2/20 20	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
16	16/1 2/20 20	Structure erecting attempt		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
17	21/1 2/20 20	Main Structure Erection		siteWork, Cerro Rocuant, Valparaíso, Chile	RRSS: Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department: UTFSM( <a href="#">@arquitectura.usm</a> )	Photographic record
18	30/1 2/20 20	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
19	7/1/ 2021	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
20	11/1/ 2021	RRSS Campaign	Publication with graphs and data Campaign "Be part of the reconstruction of a home". Economic support campaign for the purchase of furniture and household appliances Uribe Troncoso Family	siteWork, Cerro Rocuant, Valparaíso, Chile	RRSS: Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department: UTFSM( <a href="#">@arquitectura.usm</a> )	Photographic record
21	14/1 /2021	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
22	21/1 /2021	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
23	21/1 /2021	Team FENIX interview with Barbarita Lara	Online Program "Tech and the City", 15 hours, Conducted by: Barbarita Lara	<a href="#">www.txsradio.com</a>	RRSS: Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department: UTFSM( <a href="#">@arquitectura.usm</a> )	Video record



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24	3/2/2021	Aislante de piso e instalaciones		siteWork, Cerro Rocuant, Valparaíso, Chile	RRSS: Post on Instagram ( <a href="#">@fenixchileusm</a> ) y FanPage ( <a href="#">fb.com/fenixchileusm</a> ). Broadcast support: UTFSM ( <a href="#">@usantamaria</a> ) y Architecture Department: UTFSM ( <a href="#">@arquitectura.usm</a> )	Photographic record
25	4/2/2021	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
26	25/2/2021	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
27	4/3/2021	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
28	5/3/2021	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
29	18/03/2021	Field Trip		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
		Home reception		siteWork, Cerro Rocuant, Valparaíso, Chile		Photographic record
		Delivery of key of the house	* Presentation of the beneficiary family	siteWork, Cerro Rocuant, Valparaíso, Chile		
		Housing exhibition				Explanatory graphic design, photographic exhibition of the construction process and banners. Use of logos Solar Decathlon, UTFSM, MINVU, SERVIU, Companies / strategic allies
		1-. Live broadcast: "Tour the new FENIX 2.0 house, rebuilt in Valparaíso and participant	Meet with TEAM CHILE, the new architectural project that represents Chile in the international competition Solar Decathlon USA "	Facebook Live in USM official account, Casa FENIX 2.0, Cerro Rocuant, Valparaíso, Chile	RRSS: Publication in Feed and stories, with invitation to the activity on official Facebook and Instagram USM, FENIX and USM Department of Architecture (@arquitectura.usm)	1. Design of official digital invitation with photographs of the house, to be published on Social Networks



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		in Solar Decathlon USA"				
					<b>EMAIL:</b> sending invitations to the activity to the student community, strategic allies, sponsors, etc.	1. Design of official digital invitation with photographs of the house + brochure, to be sent by email.
		2. Guided physical visits to small groups according to COVID protocol "Tour the new FENIX 2.0 house, rebuilt in Valparaíso and participant in Solar Decathlon USA"	Meet with TEAM CHILE, the new architectural project that represents Chile in the international competition Solar Decathlon USA "	Casa FENIX 2.0, Cerro Rocuant, Valparaíso, Chile	<b>EMAIL:</b> sending invitations to the activity to the student community, strategic allies, sponsors, etc.	1. Design of official digital invitation with photographs of the house.
					<b>PHYSICAL INVITATION / BROCHURE:</b> sending invitations to the activity to the student community, strategic allies, sponsors, etc.	2. Design of physical official invitation with photographs of the house + brochure
		Tour videos			Canal Youtube, IGTV, Facebook	Video editing with visual identity, associated logos, etc.
		Tour 360°				
		Augmented reality				